

Rep Order# 9816426 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/11/2012 12:59 PM  
Last Received: 09/11/2012 12:26 PM  
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product ROMNEY 4 PRESIDENT  
Estimate# 71  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //71  
Flight Dates 09/12/2012 - 09/18/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F,M-TU	6A-630A	NEWS	:30	\$450.00 (250)	09/12-09/18	5 P3	1	5	\$2,250.00	
	2	W-F,M-TU	630A-7A	NEWS	:30	\$450.00 (250)	09/12-09/18	5 P3	1	5	\$2,250.00	
	3	W-F,M-TU	7A-8A	NEWS	:30	\$225.00 (125)	09/12-09/18	5 P3	1	5	\$1,125.00	
	4	W-F,M-TU	8A-9A	NEWS	:30	\$225.00 (125)	09/12-09/18	5 P3	1	5	\$1,125.00	
	5	W-F,M-TU	11A-12P	PRICE	:30	\$450.00	09/12-09/18	5 P2	1	5	\$2,250.00	
	6	W-F,M-TU	12P-1230P	NEWS	:30	\$500.00	09/12-09/18	5 P2	1	5	\$2,500.00	
	7	W-F,M-TU	5P-530P	NEWS	:30	\$750.00	09/12-09/18	5 P2	1	5	\$3,750.00	
	8	W-F,M-TU	530P-6P	NEWS	:30	\$800.00	09/12-09/18	5 P2	1	5	\$4,000.00	
	9	W-F,M-TU	6P-630P	NEWS	:30	\$900.00	09/12-09/18	5 P2	1	5	\$4,500.00	
	10	W-F,M-TU	730P-8P	ET	:30	\$850.00	09/12-09/18	6 P2	1	6	\$5,100.00	
	11	W-F,M-TU	11P-1135P	NEWS	:30	\$1,800.00	09/12-09/18	5 P2	1	5	\$9,000.00	

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Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	TU	8P-9P	NCIS	:30	\$3,500.00	09/18-09/18	1 P2	1	1	\$3,500.00	
	13	TU	9P-10P	NCIS LA	:30	\$3,000.00	09/18-09/18	1 P2	1	1	\$3,000.00	
	14	W	9P-10P	CRIM MINDS	:30	\$5,000.00	09/12-09/12	1 P2	1	1	\$5,000.00	
	15	W	10P-11P	CSI	:30	\$3,500.00	09/12-09/12	1 P2	1	1	\$3,500.00	
	16	TH	8P-9P	BIG BANG	:30	\$4,000.00	09/13-09/13	1 P2	1	1	\$4,000.00	
	17	F	10P-11P	BLUE	:30	\$2,500.00	09/14-09/14	1 P2	1	1	\$2,500.00	
	18	SA	6A-7A	NEWS	:30	\$225.00	09/15-09/15	1 P2	1	1	\$225.00	
	19	SA	7A-8A	NEWS	:30	\$225.00	09/15-09/15	1 P2	1	1	\$225.00	
	20	SA	8A-9A	NEWS	:30	\$350.00	09/15-09/15	1 P2	1	1	\$350.00	
	21	SA	9A-10A	NEWS	:30	\$350.00	09/15-09/15	1 P2	1	1	\$350.00	
	22	SA	6P-630P	NEWS	:30	\$450.00	09/15-09/15	1 P2	1	1	\$450.00	
	23	SA	8P-9P	CRIMETIME	:30	\$1,000.00	09/15-09/15	1 P2	1	1	\$1,000.00	
	24	SA	11P-1135P	NEWS	:30	\$1,800.00	09/15-09/15	2 P2	1	2	\$3,600.00	
	25	SU	9A-930A	SUN AM	:30	\$450.00	09/16-09/16	1 P2	1	1	\$450.00	
	26	SU	930A-10A	SUN AM	:30	\$450.00	09/16-09/16	1 P2	1	1	\$450.00	
	27	SU	10A-1030A	SUN AM	:30	\$450.00	09/16-09/16	1 P2	1	1	\$450.00	
	28	SU	1030A-11A	FACE NATION	:30	\$400.00	09/16-09/16	1 P2	1	1	\$400.00	

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Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	29	SU	1P-4P	BENGALS	:30	\$5,500.00	09/16-09/16	3	1	3	\$16,500.00	
	30	SU	630P-7P	NEWS	:30	\$800.00	09/16-09/16	1 <i>Pa</i>	1	1	\$800.00	
	31	SU	7P-8P	60 MIN	:30	\$2,500.00	09/16-09/16	2 <i>Pa</i>	1	2	\$5,000.00	
	32	SU	11P-1135P	NEWS	:30	\$1,800.00	09/16-09/16	2 <i>Pa</i>	1	2	\$3,600.00	

---REPORT TOTALS---

Report Totals: 82 / \$93,200.00

---SALES MONTHLY TOTALS---

Sep 12: 82 / \$93,200.00

Sales Totals: 82 / \$93,200.00

Station Totals: 82 / \$93,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$321,379	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	32%
		WKRC	29%	WLWT	26%	WSTR	1%	WXIX	12%		

Books null  
Demos RA35+



Order / Rev: 55687 Advertiser: Romney/R/President  
Alt Order #: 09816426 Product Desc: ROMNEY 4 PRESIDENT Local 12 WKRC-TV  
Flight Dates: 09/12/12 - 09/18/12 Estimate: 71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	09/12/12	09/18/12	CBS This Morning CBS Morning News	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/12/12	09/18/12	09/18/12	MTWTF--	5	\$125.00	0.00								
E 4	WKRC	09/12/12	09/18/12	CBS This Morning CBS Morning News	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/12/12	09/18/12	09/18/12	MTWTF--	5	\$125.00	0.00								
E 5	WKRC	09/12/12	09/18/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PM	P1MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
PRICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/12/12	09/18/12	09/18/12	MTWTF--	5	\$450.00	0.00								
E 6	WKRC	09/12/12	09/18/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PM	P1MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/12/12	09/18/12	09/18/12	MTWTF--	5	\$500.00	0.00								
E 7	WKRC	09/12/12	09/18/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/12/12	09/18/12	09/18/12	MTWTF--	5	\$750.00	0.00								
E 8	WKRC	09/12/12	09/18/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/12/12	09/18/12	09/18/12	MTWTF--	5	\$800.00	0.00								
E 9	WKRC	09/12/12	09/18/12	6p Local 12 News at Six 6p Local 12 News at Six	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/12/12	09/18/12	09/18/12	MTWTF--	5	\$900.00	0.00								
E 10	WKRC	09/12/12	09/18/12	M-F 730p-8p M-F 730p-8p	CM	7:30 PM-8:00 PM	MTWTF--	:30	6	\$850.00	P-2	0.00	NM	6	\$5,100.00
ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/12/12	09/18/12	09/18/12	MTWTF--	6	\$850.00	0.00								
E 11	WKRC	09/12/12	09/18/12	11p M-F Local 12 News 11p M-F Local 12 News 11	CM	11:00 PM-11:35 PM	P1MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/12/12	09/18/12	09/18/12	MTWTF--	5	\$1,800.00	0.00								
E 12	WKRC	09/18/12	09/18/12	Tue Reg 1 Tue Reg 1	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	09/23/12	-T-----	1	\$3,500.00	0.00								
E 13	WKRC	09/18/12	09/18/12	Tue Reg 2 Tue Reg 2	CM	9:00 PM-10:00 PM	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
NCIS LA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	09/23/12	-T-----	1	\$3,000.00	0.00								
E 14	WKRC	09/12/12	09/12/12	Wed Reg 2 Wed Reg 2	CM	9:00 PM-10:00 PM	--W----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
CRIM MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	09/16/12	--W----	1	\$5,000.00	0.00								
E 15	WKRC	09/12/12	09/12/12	10:00 PM-11:00 PM	CM	10:00 PM-11:00 PM	P1--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00

Order / Rev: 55687      Advertiser: Romney/R/President      Local 12 WKRC-TV  
Alt Order #: 09816426      Product Desc: ROMNEY 4 PRESIDENT  
Flight Dates: 09/12/12 - 09/18/12      Estimate: 71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wed Reg 3															
Wed Reg 3															
CSI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	--W----	1	\$3,500.00	0.00									
E 16	WKRC	09/13/12	09/13/12	Thu Reg 1	CM	8:00 PM-9:00 PM	---T---	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
BIG BANG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	---T---	1	\$4,000.00	0.00									
E 17	WKRC	09/14/12	09/14/12	Fri Reg 3	CM	10:00 PM-11:00 PM	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
BLUE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	----F--	1	\$2,500.00	0.00									
E 18	WKRC	09/15/12	09/15/12	6a-8a Local 12 News Sa	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----S-	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S-	1	\$225.00	0.00									
E 19	WKRC	09/15/12	09/15/12	6a-8a Local 12 News Sa	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----S-	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S-	1	\$225.00	0.00									
E 20	WKRC	09/15/12	09/15/12	CBS This Morning Satur	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S-	1	\$350.00	0.00									
E 21	WKRC	09/15/12	09/15/12	CBS This Morning Satur	CM	9:00 AM-10:00 AM (9:00 AM-10:00 AM)	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S-	1	\$350.00	0.00									
E 22	WKRC	09/15/12	09/15/12	6pm Local 12 News Sat	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S-	1	\$450.00	0.00									
E 23	WKRC	09/15/12	09/15/12	Sat Reg 1	CM	8:00 PM-9:00 PM	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
CRIMETIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S-	1	\$1,000.00	0.00									
E 24	WKRC	09/15/12	09/15/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM	-----S-	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S-	2	\$1,800.00	0.00									
E 25	WKRC	09/16/12	09/16/12	CBS Sun Morning	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
SUN AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S	1	\$450.00	0.00									
E 26	WKRC	09/16/12	09/16/12	CBS Sun Morning	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
SUN AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S	1	\$450.00	0.00									
E 27	WKRC	09/16/12	09/16/12	10:00 AM-10:30 AM	CM	10:00 AM-10:30 AM	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00

